ORDER

WKYC

Orders

Order / Rev:	**713902**
Alt Order #:	06315592
Product Desc:	AMER PET INT 2012-FH
Estimate:	1450
Flight Dates:	12/10/12 - 12/16/12
Original Date / Rev:	09/14/12 / 09/17/12
Order Type:	Political

Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

Agency

Name:	**Strategic Media Services**
Buying Contact:	
Billing Contact:	
	3299 K Street NW Suite 200
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**American Petroleum Institute**
Demographic:	A35+
Product Codes:	Gas & Oil/Petro Prdts
Priority:	P-5
Revenue Codes:	AGY, GEN, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/16/12	26	$17,100.00	$14,535.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	26	$17,100.00	$14,535.00	0.00
Totals	26	$17,100.00	$14,535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	$17,100.00
Market	100%	$57,000.00

Competitive Share	Share	Total
CABLE	0%	$0.00
WBNX	18%	$10,260.00
WEWS	20%	$11,400.00
WJW	0%	$0.00
WOIO	31%	$17,670.00
WUAB	1%	$570.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	12/10/12	12/11/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	$925.00	P-5	0.00	NM	2	$1,850.00

1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	MT-----	2	$925.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	12/13/12	12/13/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	$925.00	P-5	0.00	NM	1	$925.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	---T---	1	$925.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	12/10/12	12/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	$495.00	P-5	0.00	NM	5	$2,475.00

1 X PER DAY

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev: 713902
Alt Order #: 06315592
Flight Dates: 12/10/12 - 12/16/12

Advertiser: American Petroleum Institute
Product Desc: AMER PET INT 2012-FH
Estimate: 1450

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	12/10/12	12/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	$495.00	P-5	0.00	NM	5	$2,475.00
E 4	WKYC	12/10/12	12/14/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	$500.00	P-5	0.00	NM	5	$2,500.00
E 5	WKYC	12/10/12	12/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	$900.00	P-5	0.00	NM	5	$4,500.00
E 6	WKYC	12/10/12	12/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	5	$650.00	P-5	0.00	NM	5	$3,250.00
E 7	WKYC	12/15/12	12/16/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	2	$500.00	P-5	0.00	NM	2	$1,000.00
E 8	WKYC	12/15/12	12/15/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	$600.00	P-5	0.00	NM	1	$600.00
												Totals		26	$17,100.00

Line detail:

E 3 — 1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	MTWTF--	5	$495.00	0.00

E 4 — 1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	MTWTF--	5	$500.00	0.00

E 5 — 1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	MTWTF--	5	$900.00	0.00

E 6 — 1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	MTWTF--	5	$650.00	0.00

E 7 — 1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	-----SS	2	$500.00	0.00

E 8

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/10/12	12/16/12	-----S-	1	$600.00	0.00